

SUBB1

1. An apparatus comprising:

a label configured to be affixed to a product;

the product having a surface associated therewith;

the label configured to directly communicate first information corresponding to at

least one of the product and a source of the product; and

a computer-readable medium coupled to the product by the label.

2. The apparatus of claim 1, wherein the first information is printed on the label.

3. The apparatus of claim 2, wherein the first information is contained in a selection of color on the label.

4. The apparatus of claim 1, wherein the label is shaped to provide the first information through a shape.

5. The apparatus of claim 1, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

6. The apparatus of claim 1, wherein the product includes at least one of a garment, footwear, headgear, a toy, a foodstuff, furniture, an appliance, sporting goods, dry goods, a tool, and a plant.

5 7. The apparatus of claim 6, wherein the product is placed with respect to the label to protect the label prior to purchase.

8. The apparatus of claim 1, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing the computer-readable medium.

9. The apparatus of claim 1, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

15 10. The apparatus of claim 9, wherein the computer-readable medium is formatted in at least one of the formats including compact disk, floppy disk, digital video disk, magnetic strip, bar code, symbolic code, and an embedded chip.

11. An apparatus comprising:

20 a label configured to be affixed to packaging substantially enclosing a product, and the packaging having an exterior;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and
the packaging substantially enclosing the product; and
a computer-readable medium coupled to the packaging by the label.

5

12. The apparatus of claim 11, wherein the first information is printed on the label.

13. The apparatus of claim 12, wherein the first information is contained in a selection of color on the label.

14. The apparatus of claim 11, wherein the label is shaped to provide the first information through a shape.

15. The apparatus of claim 11, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

16. The apparatus of claim 11, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing the computer-readable medium.

17. The apparatus of claim 11, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

5 *Sub B5* 18. An apparatus comprising:

a label configured to be affixed to a product, the product having an exterior;

the label configured to be attached to a tether having a first end and a second end;

the first end configured to be coupled to the label;

the second end configured to be coupled to the exterior of the product, such that the tether couples the label to the exterior of the product;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and

a computer-readable medium coupled to the label.

15 19. The apparatus of claim 18, wherein the first information is printed on the label.

20. The apparatus of claim 19, wherein the first information is contained in a selection of color on the label.

20 *Sub B6* 21. The apparatus of claim 18, wherein the label is shaped to provide the first information through a shape.

22. The apparatus of claim 18, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

5

23. The apparatus of claim 18, wherein the product defines an opening into an interior of the product and at least part of the label is positioned in the interior of the product.

24. A method comprising:

configuring a label to directly communicate first information corresponding to at least one of a product and a source of the product;
coupling a computer-readable medium to the label; and
coupling the label to an exterior of the product.

15

25. The method of claim 24, wherein the product is packaged.

26. The method of claim 24, wherein the label is coupled to the exterior of the product by a flexible member.